Ephemeral - Collier Co.

NAPLES HOTEL

NAPLES-ON-THE-GULF . . . . FLORIDA

It is with pleasure

THAT WE ANNOUNCE THE OPENING OF THE NAPLES HOTEL ON JANUARY FIRST. WITH KEEN ANTICIPATION WE HOPE TO WELCOME OLD FRIENDS AND MAKE NEW ONES AND WILL ENDEAVOR TO MAKE THEIR STAY ENJOYABLE AND BENEFICIAL.

WE HAVE COMPLETED AN EXCELLENT ORGANIZATION AND CAN ASSURE OUR PATRONS THE BEST POSSIBLE SERVICE.

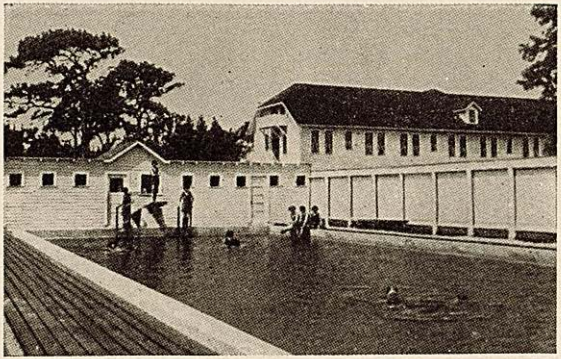
THE NAPLES IMPROVEMENT CORPORATION

E. W. CRAYTON, *President*

Owners and Operators of the NAPLES HOTEL

NAPLES-ON-THE-GULF . . . FLORIDA

Naples-on-the-Gulf enjoys one of the most delightful climates in the extreme south. This charming resort village on the Gulf of Mexico is situated at the base of a peninsula made by an inlet from the Gulf into a bay. The Naples Hotel has a charming location from which a panorama of Gulf and bay unveils in true loveliness against a background of luxuriant tropical plant life. Gazing on the island dotted bay it almost seems that the Hotel is built on its own island Paradise. Location and climate alone will impress you, but equally important is the fact that the Naples Hotel offers every detail of modern service.



The Hotel
Swimming Pool

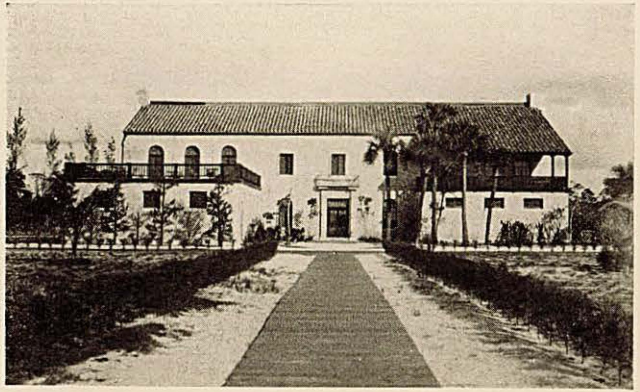
Naples Hotel accommodates 250 guests. All sleeping rooms are light and airy and have private baths with a system of softened water. One is immediately impressed with their immaculate care. The porches, living rooms and solarium are furnished with every convenience for comfort. The Hotel's reputation for its excellent table (fresh vegetables and fruits, and fish from the nearby waters) and its perfect service have long established it as one of the foremost resort hotels of the south.

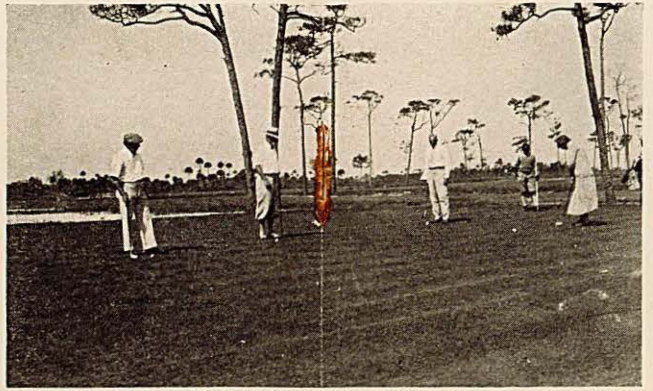
Come and enjoy Naples—its beauty and its opportunity for recreation. Here you will find bathing, golfing, hunting, yachting, trap shooting, and the sportiest of deep sea fishing. Tarpon, the greatest of game fish, are abundant in these waters and the ardent angler will find a true test of his skill with rod and line.

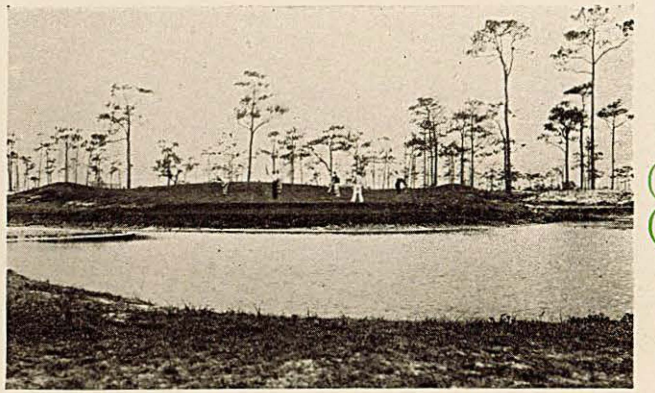
Pier extending
1,000 feet into Gulf

The seven miles of wide beach is clean, hard, white sand; a delightful spot for rest and recreation. It has the advantage of every hour of sunshine which combined with the temperate waters of the Gulf affords ideal bathing throughout the winter months. It is level, free from undertow and dangerous currents and safe for inexperienced swimmers and children.

Naples is famous for the variety and rarity of its sea shells. Here and on the nearby beaches are found Job's Tears, Ladies Ears, Mandarin Hats, Pearl Shells, Sea Urchins, Rose Petals, Pectins, Panamas, Junonias, Nautili, and many other varieties, which may be collected as souvenirs of a pleasant sojourn in this out-of-doors playground.





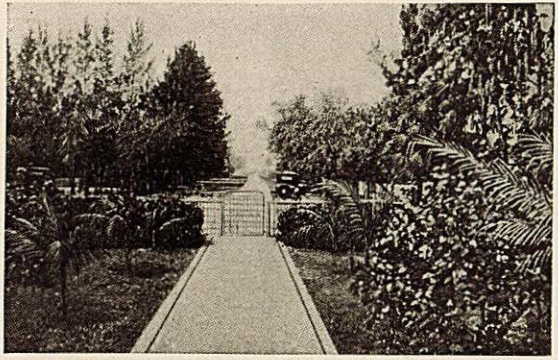


The New Golf Links and Club House adjacent to the Beach

Golf and Florida are synonymous and Naples, because of its southern location on the west coast, probably more than any other section of Florida is blessed with ideal golf weather. The new 18 hole golf course has excellent turf fairways, water hazards and well trapped greens which afford perfect conditions for the golfer.

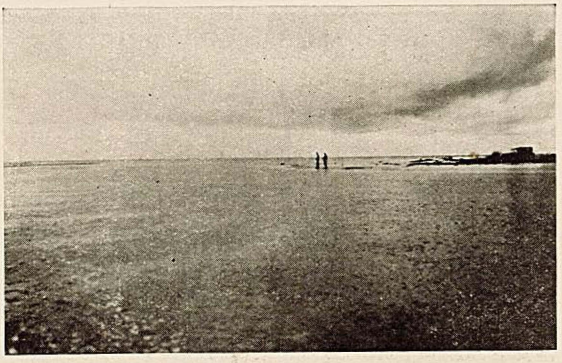
The course is 6,640 yards long with a par of 72. It is without doubt one of the best qualified courses in Florida. The new Golf and Beach Club, overlooking the sea, combines all the pleasures of golf, surf bathing and amusement. A golf professional is available at all times to give courteous instruction and assistance to beginners. The course is within walking distance of the hotel and the charge for play is reasonable.

In the hotel grounds there is an excellent fresh water swimming pool (75 feet by 30 feet with varying depths) supplied by a continuous flow of clear, fresh water from an artesian well, 600 feet deep. Water sports are greatly enjoyed here.



The Naples Gardens and the Gulf beyond

The unique beauty of Naples' inland waterways creates a dreamlike fairyland for the winter vacationist. The island dotted bay just back of the hotel stretches over fifteen miles to the south, and to the west the Gulf of Mexico reaches beyond the horizon. Nowhere on earth is the sport of fishing more conveniently enjoyed—one need only walk to the pier, which is but 500 feet from the hotel, to catch redfish, mackerel, sea trout, blue fish, Amber Jack, sheepshead and many other larger varieties. Power boats are available for deep sea fishing or cruising parties—and when returning from these excursions after a day spent in Florida sunshine one always finds the comfort and hospitality of Hotel Naples. After such a day what a joy to relax and enjoy the broad screened verandas and the attractive solarium where a talented orchestra furnishes music during the evening.



Gordon's Pass
from Bay to Gulf

Come to "Naples-on-the-Gulf"—enjoy its pleasant surroundings and congenial companionship. Here you will find a select group who return year after year to the refined yet unostentatious atmosphere of this haven of rest.

Guests coming via any route into Jacksonville may make advance Pullman reservations in through sleeping car, passing Jacksonville at 10 P. M. Naples is served by the Atlantic Coast Line Railroad and the Seaboard Air Line Railroad. Naples-on-the-Gulf is on the Tamiami Trail, 100 miles north of Key West, 200 miles south of St. Petersburg and 110 miles due west of Miami and is connected with all these points by excellent roads. There is daily bus service from Miami, through Naples to Tampa and points north. An air port, just completed, assures flying facilities.

Looking toward the Golf Club and the Sea beyond

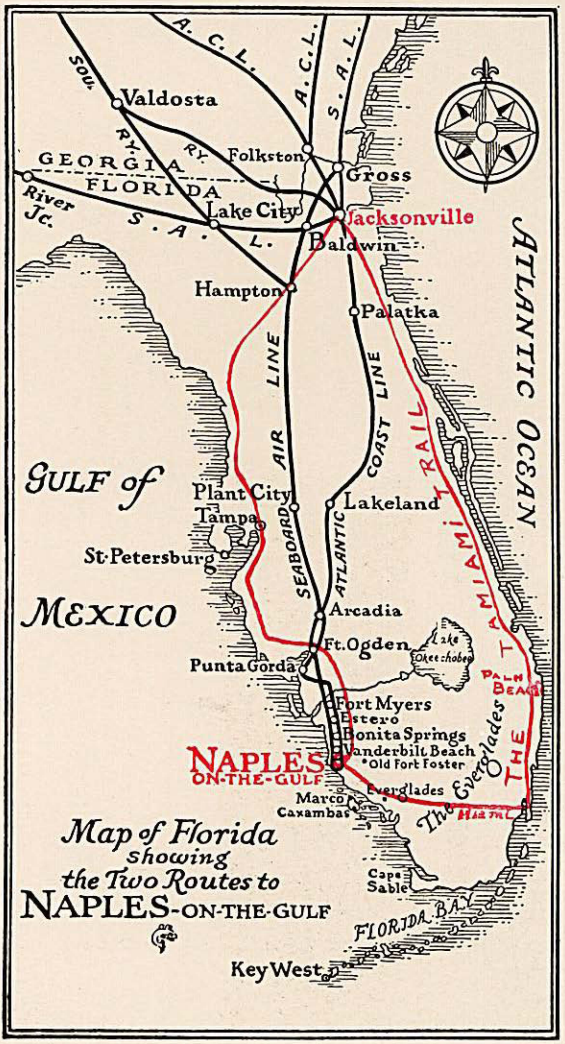
The management of the Naples Hotel endeavors to anticipate the requirements of its guests. Cottages on the hotel grounds are available for families and those desiring seclusion. There is a resident physician and the services of a tutor may be obtained.

By making reservations early a greater range of accommodations are available.

NAPLES HOTEL

Naples-on-the-Gulf

Florida



SUN PRINTING CORPORATION, PITTSFIELD, MASS

We went with Dick + Fannie to visit
with Bill + Nan McIntyre + Dr. + Frank,
Clearwater on Jan 23, 47
Nice place but cold here
then

Florida's Best

FISHING

BATHING

GOLF

CLIMATE

BEACH